## CLAIMS

1. An antenna apparatus comprising

an antenna having a core around which an insulative covered conductor is wound, wherein

the core comprises a magnetic core and a wiring layer which are laminated on each other, and

the magnetic core is made of flexible soft magnetic material.

- The antenna apparatus according to claim 1, wherein the wiring layer is formed on a printed board.
- 3. The antenna apparatus according to claim 1, wherein the core is provided with an extending portion which outwardly extends from a coiled section around which the insulative covered conductor is wound, and

an electronic component is mounted on the extending portion.

4. The antenna apparatus according to claim 1, further comprising an electricity control section which permits and prohibits energization to the wiring layer depending upon an operation state of the antenna.